

**Para Todos  
Facilitator Guide  
DVD 2—Chapter 3  
Tobacco**

***Dear Facilitators:***

The purpose of this chapter is to provide information about cigarettes and chewing tobacco and to promote communication between parents and their children to protect the family from this dangerous habit.

***Chapter Goals:***

1. To recognize that smoking cigarettes and chewing tobacco can cause serious health problems.
2. To learn effective ways of preventing our children from smoking.

***Suggestions for Guest Speakers:***

To enrich the session, the facilitator could invite the following experts:

- Cigarette addiction counselor
- Someone who lost a loved one due to tobacco use
- Health educator
- Family counselor
- Guidance counselor or teacher
- Young person who quit smoking.

***VIDEO, PART I***

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***Main Concepts:***

The following concepts are presented in the first section:

1. Tobacco and cigarettes are very addictive, especially for young people, and they are easily obtained.
2. Adolescents who smoke can develop signs of addiction within a few weeks or months after beginning the habit.
3. Tobacco and cigarettes affect many organs in the body, such as the lungs and heart.
4. Young people are very concerned about the opinions of their peers and the image they project. Therefore, it is more effective to teach them that smoking causes bad breath, yellow teeth, uncontrollable cough, and makes their clothes and hair smell.

5. We need to emphasize to our children how hard it is to quit smoking once the habit is formed.

***Participants should understand the following important points:***

- The earlier our children start smoking, the greater their risk of becoming addicted. If parents smoke, it is likely that their children also will smoke.
- Cigarette and tobacco advertisements and the use of these products in movies and television project false ideas about tobacco use. Tobacco companies create these false ideas so that people will buy their products. Teach our children not to be fooled by the advertisements and that they should not imitate the people they see smoking on the screen. Emphasize that smoking will not make them more attractive or successful in life.
- One way to prevent cigarette smoking is by not allowing anyone to smoke in the house. This rule also applies to adults. For adults who smoke or chew tobacco, the first step to quitting the habit is to reduce the amount consumed daily or weekly.

**Dramatization: Mi Barrio**

Juan, a family man, has promised not to smoke inside the house anymore because his wife is pregnant and the smoke is harmful to her and the baby's health.

However, in a stressful moment, Juan tries to smoke in the living room. His wife gets upset and reminds him that cigarette smoke is harmful to everyone. Besides, it is a costly habit. She reminds him of how Uncle Luisito died of cancer caused by cigarette smoking. The couple argues and the wife tells Juan to get nicotine patches to help him quit smoking.

During the conversation, Pepito, their 13-year-old son, is in the room listening. Later, as he is leaving the house, Pepito sees the cigarettes that his father left lying around and he sneaks a few out of the pack. Pepito walks around the neighborhood thinking that he looks cool as he holds the cigarettes. But some girls make fun of him. "How foolish!" says one of the girls. "Who is going to want to kiss him with that bad breath?" Pepito feels rejected and remembers his parents' conversation. In the end, we do not know whether or not Pepito will smoke.

## ***PAUSE FOR DISCUSSION # 19***

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### ***Participants respond to the following questions:***

- How does the issue of smoking affect this family?
- Do you think the son will continue smoking? Why or why not?
- What are some of the harmful effects of cigarettes and secondhand smoke?
- What can we say to our children to help them understand the negative effects of smoking?

## ***VIDEO, PART II—CONCLUSION***

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### ***Main Concepts:***

1. Summarize what was previously discussed and invite participants to obtain further information through the following Internet address: [www.hablemos.samhsa.gov](http://www.hablemos.samhsa.gov).

### ***Optional Activities***

Next, we offer suggestions for group activities that are not included in the video. If you would like to tell us how the activity worked with your group, or suggest ideas for additional activities, please contact us at [webmaster@hablemos.samhsa.gov](mailto:webmaster@hablemos.samhsa.gov).

## ***ACTIVITY #1: Advertising***

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**Goal:** To increase awareness of the amount of money that tobacco companies spend on advertising their products. This money amounts to several million dollars a year.

*Ask parents to bring the following (or provide parents with these materials):*

- Newspapers or magazines
- Cigarette advertisements that come in the mail
- Discount coupons for cigarettes.

The facilitator may encourage the group to cut out and collect cigarette advertisements and glue them in an album.

Through this exercise, parents and their children can see and understand how tobacco companies portray cigarette use.